



# FIGHTING HUNGER

## VIDEO TRANSCRIPT

**00:01** Fighting Hunger

**00:04** [Camera zooms into Fighting Hunger's poster and moves around mimicing city's traffic stopping at different paragraphs] 00:05  
Improving driver routes gets good food to good people.

**00:12** Everywhere around the world there are homeless people, people with mental health issues, and others who don't know where they'll find their next meal. So it was that a unique charity was set up in London, England, about five years ago, based on the premise that a lot of good healthy food goes to waste in the normal course of business at restaurants, vegetable markets, supermarkets, wholesalers, farms and delis.

**00:33** So why not tap into it? That's the idea that gave birth to The Felix Project. And Accenture's Brendan Mislin, Managing Director, in our Accenture Microsoft Business Group (embedding Microsoft technologies in businesses), has been in the thick of it.

**00:50** "The crunch for The Felix Project came last year with the advent of the pandemic," says Brendan. "It caused unprecedented demand for the charity's services." That's when Accenture, Microsoft and Avanade (a joint venture between Microsoft and Accenture) jumped in.

**01:08** "We designed a solution that would improve driver routes, better manage the volunteers and streamline customer relationship management. It also meant collaborating on a

mobile app for drivers. We deployed a test pilot in less than six weeks, and one month later we implemented it across the entire operation." With this project, Brendan and team are helping The Felix Project meet its goal of distributing 100 million meals annually by 2024 – a tenfold increase from a year ago.

**01:30** [Camera zooms out to reveal once again the full poster and dims]

**01:34** [Call to action overlay link appears] Want to do work like Brendan? Take a look at industry X careers.

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